



National Association for Court Management

Strengthening Court Professionals

COMMUNICATIONS COMMITTEE

Thursday, ♥ February 14, 2019 - 4:00 P.M. ET ♥

Chair: Alyce Roberts Vice Chair: Frank Hardester

[Committee Page](#)

Join from your computer, tablet or smartphone: <https://global.gotomeeting.com/join/430760661>, or
Dial in using your phone: Dial: +1 (312) 757-3121 | Access code: 430-760-661

MINUTES

1. Welcome/Call to Order/Roll Call – The following committee members were present:

Alyce Roberts	Aurora Zamora	Carlene Redmond	Charleston Carter
Danny Davis	Dorothy Howell	Frank Hardester	Jeffrey Tsunekawa
Joe Fazari	Kevin Lane	Paul DeLosh	Peter Kiefer
Randy Short	Rick Pierce	Tina Mattison	T.J. BeMent

2. Committee members approved of the January 10, 2019 Meeting Minutes as distributed.
3. Committee Member Spotlight – Matching Faces with Names and Voices



Constance White
Court Administrator
The City of the Colony Municipal Court
Texas

Constance White, Court Administrator for The Colony Municipal Court (The Colony, TX). I have been in The Colony for almost two years, but have been in municipal government for almost 19 years. I have served on the Texas Court Clerks Association Board as a Director at Large, the Historian, Vendor Chair and have loved every minute of it. I have been a member of NACM since 2006 and this is the first year that I have jumped out of my comfort zone to become more active with NACM. I have worked for three other municipalities, in addition to teaching other clerks through the Texas Municipal Courts Education Center. I have enjoyed the conference call meetings and look forward to becoming more involved and meeting everyone. Thank you so much for inviting me and making me feel welcome. So excited to see what the future holds for me with the NACM organization.



Randall (Randy) Short
Disposition and Technology Manager
Kansas City Municipal Division
Kansas City, MO

My background is far from that of a traditional judicial employee. I have a degree in Construction Technology and Finance with 30 years of customer service experience in retail building materials. In 2001, I made a career change and began working as a research analyst for a personal injury/product liability plaintiff's law firm. My tenure with that firm gave me the opportunity to gain knowledge of the justice system from the gallery side of the bench. In 2011, I took a position in the prosecutor's office with the City of Kansas City, Missouri which gave me exposure to the adjudication of criminal cases. And in 2013, I started in my current position further extending my understanding of the criminal justice system from the administrative side of the bench. ¶ The broad-brush description of my job duties would be Project Manager. Those duties include managing a team of great folks who are tasked with all things quality control related regarding the maintenance of accurate electronic records for all of the nearly 200,000 cases filed with our court each year. We act as the liaisons between court staff and the City of Kansas City, Missouri Information Technology Department as well as provide training and troubleshooting to all end users, from cashiers to judges, for the numerous software applications we utilize. And, even after the court converted to an electronic case management system in 2011 we are still constantly looking for more efficient ways to move our court towards being entirely paperless. ¶ I became a member of NACM in 2015 after working with the NCSC and Janet Cornell on a very educational and successful project to update our courts' docket structure. I attended my first annual conference that same year in Louisville, Kentucky and became very impressed with values and goals of NACM. ¶ My primary passion is to work towards making the world a better place by being the best person that I can be and by taking every opportunity before me to help wherever I can.

4. Alyce shared the new format for the [Committee Roster](#), noting that she may ask more than two members to submit bios and a picture for future agendas in order to ensure all members' pictures are included in the roster prior to NACM's conference in July.

5. Publications Updates

a. Court Manager, Alyce on behalf of Editor Tasha Ruth

Alyce thanked all on the call who submitted articles for the Spring issue of the Court Manager. The Spring issue will be out in late March or early April.

Alyce shared that Tasha is in desperate need (her words) for new articles, noting the following suggested topics offered by Tasha:

- a. Anything pretrial or bail reform related
- b. If you have a session at the upcoming NACM conference, consider writing a teaser/preview and invite us to come see you in July
- c. Is your court using technology to work smarter, not faster? Tell us about it.
- d. Blockchain Technology – what is it and what could it mean for courts?
- e. Presentations to Funding Authorities – how should a court administrator prepare or help their judge prepare?

The copy deadline for the Summer issue is March 22; the magazine will post on June 7.

b. Court Express, Alyce on behalf of Editor Jeffrey Tsunekawa

Alyce shared that the copy deadline for the May issue of the *Court Express* is May 3; the issue will be distributed on May 23.

6. Social Media Update, Social Media Coordinator Kevin Lane

Kevin reported that he has finished incorporating committee members' comments on the draft update of NACM's Social Media Policy. Alyce explained that the draft policy will be presented to board members for consideration at their next meeting.

Regarding NACM's social media platforms, Dorothy Howell pointed out that Instagram appeals greatly to younger audiences noting that she understands from her children that they prefer to look at videos and pictures. Alyce inquired as to how NACM might best use Instagram, apart from posting conference photos, in a professional setting to advance NACM. Dorothy Howell agreed to demonstrate how Instagram works at our next meeting for committee members (like Alyce) who have had minimal exposure to Instagram.

Paul pointed out the importance of not losing sight of the various methods NACM uses to get messages out to the court community. As NACM expands its social media platforms, we need to ensure NACM's Communication Plan is updated to include icons for all social media platforms. NACM's Social Media Policy should also reference the Communications Plan. Paul

noted that he has been trying to standardize the “social media follow language” that appears at the bottom of NACM’s email blast messages.

Danny Davis asked about statistical information for NACM’s social media accounts. Kevin shared that this is something that some subcommittee members have been discussing over the past several months. He noted that it can be hard to determine the level of engagement with NACM’s social media accounts. He said that he can tell how many people follow NACM but there does not seem to be a lot of engagement in the posts themselves. Kevin noted that NACM’s Facebook account is at number 1 with 828 followers, followed by twitter.

Danny shared that in Illinois, his court posts press releases to twitter but the information is not really getting out to the general public because only attorneys follow the court’s account. Not too many people know or even care what we do. He pointed out that even if the reach of people is low the historical value is still there. Though someone might not read a post when made, they may find it useful to be able to look back at posts.

Regarding statistical information, Dorothy pointed out that we should be able to see how many people are looking at posts and comments. Kevin acknowledged that with Facebook and Twitter, we can see how many people like a post. However, in terms of knowing when someone has read a post or a tweet (but not liked it because they simply may not be inclined to do so), Facebook is the only platform that he knows of that provides this information.

7. Website Update, Website Coordinator Jeffrey Tsunekawa

Jeffrey reported that now that midyear is over, there are a significant number of changes to be made to the website. He and Janet are working on getting awards and scholarship info out there in preparation for the annual conference. Information about declaration and nomination of board candidates has already been posted.

Jeffrey is currently trying to find a nice graphic to use for advertising the annual conference.

Jeffrey and Paul DeLosh are working together on a landing page for a wrap up of the midyear conference. The landing page will have every session from the midyear that was livestreamed and will include a brief summary and a link to the session on conference app for related materials and a link to the video. NACM will send a blast email out to the membership so we can reengage all of our members with this great conference.

8. Website Review Update, Jeffrey

Jeffery remind committee members that Alyce reached out to a handful of individuals to do a scavenger hunt of NACM’s website to evaluate the ease with which members are able to find certain content. Several members submitted reports about their review of the website. Janet and Jeffrey will look at the information and see where tweaks can be made to the website.

Jeffrey noted that there are known areas that need improvement and that Janet and he are already considering improvements for those areas. He also said that he and Janet are always looking for suggestions on other improvements that can be made.

Jeffrey was pleased to report that the company that designed NACM's new website, Howell Creative Group, received the "Best in Website Design" award from a national media company for NACM's website. He and Janet are very proud and pleased with the recognition of all their hard work.

9. Podcasts Update, Peter Kiefer and Charleston Carter

Peter reported that NACM's first podcast has been recorded and that editing took about ten hours. The podcast will be about Hurricane Florence's impact on North Carolina. Peter shared a few details about the podcast and offered to share the recording with any members wishing to preview the podcast. Dorothy Howell requested the podcast.

Peter shared that although the original plan was to use a podcast uploading service called Libsyn, a fee-based service, in the interest of economy, he opted to use another free service called Anchor.

Peter shared that NACM's second podcast, about artificial intelligence, will be co-hosted by Rick Pierce and will feature Alan Carlson. Recording for this podcast is scheduled for the week of February 18.

Several members discussed the marketing plan for the first podcast that will include: A podcast landing page on NACM's website; an email blast to members with link to the podcast landing page; a posting in the news section on NACM's website; and promotional posts on NACM's social media platforms.

10. NACM 2020 Guide, President Paul DeLosh

Paul reported that he has been corresponding with the president of the Conference of Court Public Information Officers about collaborating to update NACM's "Managing the Message - the NACM Media Guide for Today's Courts" publication from 2010. The next step is to form a subcommittee that will work to review and update this guide. Alyce shared that Frank will serve as a chair or co-chair for this guide subcommittee. Paul and others expect that this guide will be a great resource for the court community.

Jeffrey asked if NACM would consider producing more than one guide considering the involvement of the CCPIO and efforts on the project being split. Alyce said that it could be possible for NACM to create a second guide for 2020 if there is a strong need for another guide but that she would recommend appointing a separate subcommittee to do the work as the effort involved in creating a guide from start to finish is significant.

11. Report from Little Rock: Board Meeting & Midyear Conference, Vice Chair Frank Hardester

Frank reported the following from the board meeting and conference in Little Rock AR:

NACM's 1st quarter webinar will be about the Conference of State Court Administrators' (COSCA) policy paper entitled "[Courts Need to Enhance Access to Justice in Rural America.](#)" Alyce will get in touch with COSCA representatives to identify presenters for the webinar.

The board approved the following proposals: Podcast Policy; List of Possible Podcast Topics; an Assignment of NACM Property Form for equipment necessary to support the NACM podcasts and other endeavors; and the purchase of three webcams to explore the possibility of podcasting live from the annual conference in Vegas.

Frank introduced to the board his idea for a new records management policy designed to improve organization and maintenance of NACM records. Board members supported this endeavor. Frank will draft a formal policy for the board's consideration at its next meeting.

Frank provided a conference recap noting that the conference was remarkable from beginning to end. The speakers and sessions were excellent. Frank shared that he tried to do a good job of representing what was happening at the conference on the conference app and via NACM's Facebook page. He encouraged those who were not able to attend the conference to download the conference app, noting that session materials are available via the app.

Because of the somewhat disorganized flow of this particular meeting, Alyce did not adequately acknowledge what a great job Frank did in capturing and sharing conference moments via the conference app and Facebook. As drafter of these minutes, she would be remiss if she did not correct this grave oversight and therefore attempts to do so now. **Thank you so much, Frank**, for taking time out of each of the sessions you wished to attend in order to capture such high-quality conference photos, assemble them in well-designed collages, and post the same timely for all to see. Having participated in many of the same sessions as you, I can attest to your sacrifice of time and attention to each of those sessions. Thank you!

12. Next Meeting: March 14, 2019 at 4:00 ET